

Message Text

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ACTION ARA-14

INFO OCT-01 ISO-00 EB-08 /023 W
-----102041 231222Z /23
P 222051Z MAR 78
FM AMEMBASSY CARACAS
TO SECSTATE WASHDC PRIORITY 1680
INFO USDOC WASHDC PRIORITY

UNCLAS SECTION 1 OF 2 CARACAS 2797

E.O. 11652: N/A
TAGS: BBSR VE
SUBJ: MARKET RESEARCH: AGRICULTURAL EQUIPMENT

REF: (1) STATE 040405 (2) CARACAS 2550

1. EMBASSY INVITED NINE (9) FIRMS TO PARTICIPATE IN THIS BID, FIVE (5) OF WHICH RESPONDED WITH OFFERS. EVERY EFFORT WAS MADE TO OBTAIN PROPOSALS FROM CAPABLE COMPANIES, WHICH COULD BE EXPECTED TO MOST CLOSELY APPROXIMATE USDOC'S BUDGET, IN ORDER TO PROVIDE USDOC WITH AN OVERVIEW OF CURRENT RESEARCH COSTS IN VENEZUELA.

2. A) FIRST BID PROPOSAL

A1) NAME OF COMPANY: R.B.S. & ASOCIADOS C.A.

A2) COST: ALTERNATIVE A/\$41,076
ALTERNATIVE B:\$30,152

A3) INTERVIEWS: ALTERNATIVE A:69-138 INTERVIEWS.
ALTERNATIVE B:60-89 INTERVIEWS.

A4) PERSONNEL: (1) RAPHL B. SCHIRMER, DIRECTOR OF THE FIRM AND A GRADUATE OF BUSINESS SCHOOLS OF BREMEN AND COLOGNE, W. GERMANY.
(2) ONE ENGINEER FROM TCG, TECHNOLOGY CONSULTING GROUP INC., BOSTON, MASS., WITH WHOM R.B.S. IS ASSOCIATED. BACKGROUND OF THIS ENGINEER WILL BE PROVIDED AFTER OBTAINING CONTRACT.
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A5) EXPERIENCE: FIRM HAS PREPARED MARKET RESEARCH STUDIES FOR U.S. AND VENEZUELAN FIRMS SUCH AS PHELPS-DODGE INTERNATIONAL, ITT ISEL, MCM ELECTRONICA C.A., GRIVEN C.A., VENCORE C.A., ETC., COVERING FIELDS SUCH AS /COPPER TUBES, BRASS MILLS AND FOUNDRIES, FAUCETS, FURNITURE MANUFACTURING EQUIPMENT, ETC.

A6) COMMENTS: FIRM HAS PRESENTED A VERY DETAILED PROPOSAL, ESPECIALLY

IN THE AREAS OF INTERVIEWS, PERSON-HOURS, METHODOLOGY, ETC. IN SPITE OF HAVING BEEN FORMED WITHIN THE LAST YEAR, THE FIRM HAS AN EXCELLENT REPUTATION AND THEIR RESEARCHERS SEEM TO BE EXPERIENCED, AND COMPETENT.

B) SECOND BID PROPOSAL

B1) NAME OF COMPANY: VENEZOLANA DE MUESTREO C.A.

B2) COST: ALTERNATIVE A: BS140,000/(\$32,710.28) IF ONLY THIS RESEARCH IS AWARDED. ALTERNATIVE B: BS.110,000(\$25,700.93) IF THIS RESEARCH IS AWARDED SIMULTANEOUSLY WITH MACHINE TOOLS RESEARCH.

B3) INTERVIEWS: AS NEEDED.

B4) PERSONNEL: (1) DR. OSWALDO MAYZ, PRESIDENT OF THE COMPANY, ECONOMIST, GRADUATE FROM UNIVERSIDAD CENTRAL DE VENEZUELA, MASTER IN ECONOMICS FROM IEDES, PARIS, FRANCE. (2) ING. FELIZ ACHABAL, INDUSTRIAL ENGINEER, GRADUATE OF THE ENGINEERING SCHOOL, MADRID SPAIN. (3) DRA. ELIZABETH DE ROSSI, STATISTICIAN, GRADUATE OF UNIVERSIDAD CENTRAL OF VENEZUELA.

B5) EXPERIENCE: SUBJECT FIRM IS AFFILIATED WITH THE GALLUP INSTITUTE
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AND WITH TELEDATOS C.A., A COMPUTER SERVICES COMPANY, AND HAS PREPARED

A LARGE VARIETY OF SURVEYS AND MARKET RESEARCHES. STUDIES HAVE BEEN PERFORMED FOR SEVERAL FOREIGN AND VENEZUELAN COMPANIES AS WELL AS FOR THE VENEZUELAN GOVERNMENT.

B6) COMMENTS: BACKGROUND OF THE COMPANY AND ITS PERSONNEL IS IMPRESSIVE, EVEN THOUGH THEIR EXPERIENCE HAS BEEN MAINLY IN THE AREAS OF STATISTICAL AND POLL TYPE SURVEYS.

C) THIRD BID PROPOSAL

C1) COMPANY NAME: HAUSER Y ASOCIADOS C.A.

C2) COST: BS. 129,000.00 (\$30,148.19) HOWEVER, THIS PRICE IS CONDITIONED TO THE FIRM BEING AWARDED BOTH THIS STUDY AND THE ONE FOR MACHINE TOOLS.

C3) INTERVIEWS: 120 INTERVIEWS.

C4) PERSONNEL: (1) OLGA HAUSER, GRADUATE IN SOCIAL COMMUNICATIONS FROM ANDRES BELLO CATHOLIC UNIVERSITY, VENEZUELA, MASTER

FROM WISCONSIN UNIVERSITY.

(2) INDUSTRIAL ENGINEER RONALD HAUSER, GRADUATE OF UNIVERSITY OF CALIFORNIA, BERKELY.

(3) INDUSTRIAL ENGINEER NICOLAS JOVE, GRADUATE OF ANDRES BELLO CATHOLIC UNIVERISYT, VENEZUELA, MASTER FROM STANFORD UNIVERSITY.

C5) EXPERIENCE: A LARGE NUMBER OF MARKET RESEARCH STUDIES PERFORMED FOR IMPORTANT U.S. AND VENEZUELAN FIRMS, AMONG THEM: OTIS ELEVATOR CO., COCO-COLA OF VENEZUELA, INVERSIONES TACAO, EMBASSY OF PORTUGAL, BANCO UNION, BANCO NACIONAL DE DESCUENTO, ETC.

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ACTION ARA-14

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C6) COMMENTS: HAUSER Y ASOCIADOS IS CONSIDERED ONE OF THE MOST COMPETENT MARKET RESEARCH FIRMS IN VENEZUELA. THE EMBASSY REQUESTED SPECIAL EFFORT IN KEEPING THEIR BIDS AT "AFFORDABLE LEVEL".

D) FOURTH BID PROPOSAL

D1) NAME OF COMPANY: THOMAS P. RONAI Y ASOCIADOS

D2) COST: ALTERNATIVE A: \$8,900 IF 12 COPIES OF REPORT ARE NEEDED.
ALTERNATIVE BS:\$8,800 IF 3 COPIES OF REPORT ARE NEEDED.

D3) INTERVIEWS: AS NEEDED.

D4) PERSONNEL: THOMAS P. RONAI, M.B.A. HARVARD,
B.A. (ECON) YALE.

B5) EXPERIENCE: FIRM HAS PREPARED FOR USDOC THE FOLLOWING STUDIES: TELECOMMUNICATIONS, ADVANCED OFFICE EQUIPMENT, CONSUMER PRODUCTS, PUMPS, VALVES, COMPRESSORS, (1971) AIR CONDITIONING AND REFRIGERATION (JAMAICA 1971). AND PROCESS CONTROLS. ROANAI Y ASOCIADOS HAS ALSO PREPARED STUDIES FOR AMERICAN AND BRITISH FIRMS IN AREAS SUCH AS SPORTS EQUIPMENT, CONSTRUCTION EQUIPMENT, PETROLEUM PRODUCTION AND

DRILLING EQUIPMENT, AND IS NOW WORKING ON THE PETROLEUM AND NATURAL GAS EQUIPMENT STUDY FOR USDOC.

D6) COMMENTS: WITH ONE EXCEPTION (CONSUMER PRODUCTS) ALL REPORTS UNCLASSIFIED

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PREPARED BY SUBJECT COMPANY HAVE BEEN CONSIDERED TO BE HIGHLY COMPLETE

AND THOROUGH. THE OVERALL QUALITY OF RONAI'S REPORTS HAS BEEN HIGHER THAN THAT ASSOCIATED WITH LOCAL CONTRACTORS WILLING TO ACCEPT WORK FOR USDOC BUDGET PRICES.

E) FIFTH BID PROPOSAL

E1) NAME OF COMPANY: TARGET RESEARCH C.A.

E2) COST: BS.38,000.00(\$8,878.50)

E3) INTERVIEWS: 52 INTERVIEWS.

E4) PERSONNEL1) JOSE A. REYES, PRESIDENT OF THE COMPANY, PSYCHOLOGIST, GRADUATE OF UNIVERSIDAD CENTRAL OF VENEZUELA, (2) JUAN E. ENGELSEN, PH.D. UNIVERSITY OF CALIFORNIA.

E5) EXPERIENCE: TARGET RESEARCH C.A. HAS PREPARED THE FOLLOWING STUDIES FOR USDOC: MATERIALS HANDLING EQUIPMENT, PROCESS CONTROL INSTRUMENTATION, INDUSTRIAL INSTRUMENTS AND METALWORKING EQUIPMENT, FOOD PROCESSING AND PACKAGING EQUIPMENT, PETROCHEMICAL/CHEMICAL REFINING AND PROCESSING EQUIPMENT, ENERGY SYSTEMS, MEDICAL EQUIPMENT AND PLASTIC PRODUCTION EQUIPMENT. TARGET RECENTLY ALSO WAS AWARDED THE CONSTRUCTION AND MINING MACHINERY STUDY. IN ADDITION, TARGET HAS PERFORMED NUMEROUS CONSUMER PRODUCTS USAGE SURVEYS FOR VENEZUELA AND AMERICAN COMPANIES IN VENEZUELA, SUCH AS COLGATE PALMOLIVE, CYANAMID, GILLETTE, KRAFT, GRUPO CLUB, INDUSTRIAS YUKERY, ETC.

E6) COMMENTS: IN SPITE OF THEIR DEFECTS, WHICH INCLUDE DELAYS IN DELIVERY DATES, OVERGENERALIZATION OF THEIR RESEARCH, ETC., THIS COMPANY HAS PERFORMED MORE MARKET RESEARCH FOR THE EMBASSY THAN ANY OTHER CONTRACTOR. THEIR MANY AWARDS WERE DUE IN LARGE PART TO THEIR LOW BIDS.

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3. RECOMMENDATION.

THE EMBASSY RECOMMENDS GRANTING THIS CONTRACT TO THOMAS P. RONAI FOR THE AMOUNT OF \$8,800.00 (ALTERNATIVE B IN WHICH RONAI PROPOSES TO PROVIDE 3 COPIES OF THE FINAL REPORT). BESIDES BEING THE MOST

EFFECTIVE AND RELIABLE CONTRACTOR THE EMBASSY HAS WORKED WITH IN RECENT YEARS, RONAI'S BID IS ALSO THE LOWEST RECEIVED.

4. COMMENT:

DISCUSSION OF LOCAL MARKET RESEARCH ENVIRONMENT AND NEED FOR DEVELOPMENT OF A USG CONTRACT MARKET RESEARCH "STRATEGY" ARE CONTAINED IN PRIORITY CARACAS 2550. OBSERVATIONS THEREIN APPLY TO CONTENTS OF THIS MESSAGE ALSO.

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Message Attributes

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SAS ID: 3243572
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Status: NATIVE
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TAGS: BBSR, VE
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Type: TE
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